

ORDER



Orders
Order / Rev: 707456
Alt Order #: 06284538
Product Desc: OBAMA SCHED A
Estimate: 1621
Flight Dates: 08/17/12 - 08/23/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	2	\$1,600.00	\$1,360.00
08/20/12	08/26/12	42	\$28,200.00	\$23,970.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	44	\$29,800.00	\$25,330.00	0.00
Totals	44	\$29,800.00	\$25,330.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	20%	\$29,800.00
Market	100%	\$149,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$37,250.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$52,150.00
WTTG	20%	\$29,800.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WUSA	08/17/12	08/23/12	10-11a	CM	10-11a	MTWTF--	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00

Let's Make a Deal

LET'S MAKE A DEAL

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/17/12	08/23/12	MTWTF--	5	\$700.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	NUSA	08/17/12-08/23/12	10-11a	10-11a	MTWThF----	:30	(\$700.00)	0.00	NM

See MG 1.6

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Advertiser: Obama/D/President
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 Estimate: 1621

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WUSA	08/17/12	08/23/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		[NA/late order]													
6	WUSA	08/23/12-08/23/12		10-11a	10-11a		---Th----	:30	\$700.00	0.00	NM				
Ⓜ MG for 1.1 08/17															
N 2	WUSA	08/17/12	08/23/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WUSA	08/17/12-08/23/12		Price Is Right	11a-12p		MTWThF----	:30	(\$800.00)	0.00	NM				
See MG 2.6 [NA/late order]															
6	WUSA	08/23/12-08/23/12		Price Is Right	11a-12p		---Th----	:30	\$800.00	0.00	NM				
Ⓜ MG for 2.1 08/17															
3	WUSA	08/17/12	08/23/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	4		\$1,200.00		0.00						
4	WUSA	08/17/12	08/23/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$800.00		0.00						
N 5	WUSA	08/17/12	08/23/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
9 NEWS AT 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WUSA	08/17/12-08/23/12		5-6a 9 News @ 5a	5-6a		MTWThF----	:30	(\$600.00)	0.00	NM				
See MG 5.6 [NA/late order]															
6	WUSA	08/22/12-08/22/12		5-6a 9 News @ 5a	5-6a		--W-----	:30	\$600.00	0.00	NM				
Ⓜ MG for 5.1 08/17															
6	WUSA	08/17/12	08/23/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
9 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$800.00		0.00						
N 7	WUSA	08/17/12	08/23/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
9 NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WUSA	08/17/12-08/23/12		6-7a 9 News @ 6a	6-7a		MTWThF----	:30	(\$650.00)	0.00	NM				
See MG 7.6 [NA/late order]															
6	WUSA	08/21/12-08/21/12		6-7a 9 News @ 6a	6-7a		-T-----	:30	\$650.00	0.00	NM				
Ⓜ MG for 7.1 08/17															
N 8	WUSA	08/17/12	08/23/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WUSA

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N 8	WUSA	08/17/12	08/23/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WUSA	08/17/12-08/23/12		CBS This Morning	7-9a		MTWThF----	:30	(\$350.00)	0.00	NM				
See MG 8.6 [NA/late order]															
6	WUSA	08/22/12-08/22/12		CBS This Morning	7-9a		--W-----	:30	\$350.00	0.00	NM				
Ⓜ MG for 8.1 08/17															
N 9	WUSA	08/17/12	08/23/12	9-930a Inside Edition	CM	9-930a	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	5		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WUSA	08/17/12-08/23/12		9-930a	9-930a		MTWThF----	:30	(\$300.00)	0.00	NM				
See MG 9.6 [NA/late order]															
6	WUSA	08/23/12-08/23/12		9-930a	9-930a		---Th-----	:30	\$300.00	0.00	NM				
Ⓜ MG for 9.1 08/17															
													Totals	44	\$29,800.00